The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 16

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CLEARING FAST ON BOTH AFFILIATES AND INDIES.

Home Shopping Game. The eyes have it!

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KCBS-TV LOS ANGELES

WBBM-TV CHICAGO

WCAU-TV PHILADELPHIA

Major groups like CBS, Storer, Gaylord, Cox, Meredith and many more have made Home Shopping Game the fastest-selling half-hour strip in the country.

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HSG HOME SHOPPING GAME

MCA TV

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...HOPPING OVERNIGHT SERVICE.

56th Year 1987

Turmoil at CBS News catches eye of Congress

Vol. 112 No. 11

Broadcasting ↯ Mar 16

Cable in line for NFL football
CBS News cuts draw congressional eye
FCC postpones land-mobile decision

NFL DEAL □ Sunday-night football games on ESPN expected to be part of the next National Football League television contract with the broadcast and cable industries. **PAGE 39.**

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P&G still TV's number-one spender, but at reduced levels

Although Procter & Gamble led all television advertisers in 1986 in network and national spot and total TV billings (BROADCASTING, March 9), the giant detergent company suffered a comparatively sluggish year. Broadcast Advertisers Reports figures supplied by Television Bureau of Advertising show that P&G sliced its combined network, national spot and local spot expenditures last year to $685 million, a cut of about 12% or $91.5 million.

BAR figures show that P&G's network expenditures last year fell by 8%, to $451 million, and investment in national and regional spot declined by 18%, to $233.4 million. TVB could not explain the deep cuts in TV spending, and telephone calls to Procter & Gamble in Cincinnati were not returned. P&G repeatedly has refused to discuss its advertising spending policy.

An official of the Cable Advertising Bureau said its figures indicate that P&G spent about $30 million on cable last year, about the same as 1985. He speculated that Procter & Gamble, along with other packaged goods advertisers, has been diverting more money from advertising to promotion, including couponing, premiums and contests. He also suggested over-all budget cuts.

Other advertisers that reduced their network TV budgets last year, according to TVB, were AT&T, down $32 million; Ralston Purina, down $31 million; Coca-Cola, down $13 million, and PepsiCo, down $12 million.

A listing of the top 25 network, spot and local advertisers, as compiled by BAR for TVB appears below.

Top 25 network television advertisers in 1986

	1985	*1986*	*% change*
Procter & Gamble Co.	$492,007,900	$451,529,500	-8
Philip Morris Companies Inc.*	324,753,000	342,443,900	+5
General Motors Corp.	209,897,600	233,786,000	+11
Unilever N.V.*	195,904,400	202,371,300	+3
McDonald's Corp.	184,882,200	193,001,600	+4
Ford Motor Co.	191,373,200	188,815,200	-1
American Home Products	181,951,400	185,571,600	+2
Anheuser-Busch Companies	154,503,400	177,495,700	+15
Kellogg Co.	156,431,100	166,261,000	+6
Johnson & Johnson	154,963,700	164,321,700	+6
RJR Nabisco Inc.*	127,904,600	155,750,500	+22
AT&T	167,727,800	135,162,200	-19
General Mills Inc.*	98,566,200	130,140,300	+32
Bristol Myers Co.	127,641,400	128,521,100	+1
Sears Roebuck & Co.	122,657,100	127,803,600	+4
PepsiCo Inc.*	127,020,800	115,128,000	-9
Pillsbury Co.*	118,743,500	105,052,300	-12
Warner-Lambert Co.	83,352,400	103,068,500	+24
Coca Cola Co.*	114,708,000	101,284,100	-12
Ralston Purina Co.*	128,245,000	97,572,100	-24
Chrysler Corp.	96,194,300	96,450,700	0
Dart & Kraft Inc.*	101,686,200	88,445,900	-13
Quaker Oats Co.*	76,820,100	88,321,700	+15
Nestle S.A.	76,754,100	88,130,800	+15
Mars Inc.	87,216,400	84,983,000	-3

*1985 data adjusted to reflect mergers, acquisitions and divestitures in 1986

Top 25 local/retail television advertiser in 1986

	1985	*1986*	*% change*
PepsiCo Inc.	$114,983,300	$130,890,400	+14
McDonald's Corp.	118,054,200	128,199,600	+9
Pillsbury Co.	95,968,300	105,373,200	+10
The Kroger Co.	28,785,000	42,291,100	+47
Walt Disney Productions	25,647,100	39,695,700	+55
Wendy's International	40,441,800	39,190,300	-3
May Department Stores Co.	30,044,000	33,085,000	+10
Imasco Ltd.	26,826,300	32,798,200	+22
Federated Department Stores	25,753,900	32,037,900	+24
Dayton-Hudson Corp.	32,950,500	31,532,100	-4

Charts continue on page 60.

Rich presents analysts with the new MGM/UA

Tells group that company will focus on network programing and theatrical film production

Lee Rich, chairman and chief executive officer of MGM/UA Communications Co., went to Wall Street last week to explain the Los Angeles-based production and distribution company to the financial community. At a presentation before the New York Society

Rich

of Security Analysts, he discussed production for the television networks, the company's acquisition plans and why people should expect MGM/UA to be able to "build market share in an intensively competitive environment."

The advantages of the company, Rich said, include its name recognition and the talent from the previous MGM/UA, which was merged last May with Turner Broadcasting: "We have all the advantages of a start-up company with few of the disadvantages."

The company hopes to build its television production operation into a "potent force," said Rich, who was president and co-chief executive officer at Lorimar-Telepictures when that company began producing *Dallas*, *Knot's Landing*, *Falcon Crest* and other series. "It is a matter of high priority," he said, adding that it was a good business with great "upside" potential and little capital risk, since much of the production money was supplied by the broadcast networks.

Asked by one securities analyst whether the company would be caught between rising production costs and the broadcast networks' attempts to reduce license fees, Rich said it would continue to be his policy to produce "shows designed to make money for the company . . . We won't make shows that have a deficit of $300,000 per episode."

Among the company's current network offerings are *Jack and Mike*, for ABC, which Rich said has a "50-50 chance" of renewal, and *Karen's Song*, which has a 13-episode commitment from the Fox Broadcasting System. NBC has recently ordered a new comedy series, *Cheech*, starring comedian Cheech Marin of Cheech and Chong. In addition, the company has several first-run offerings, including *Fame* and 24 episodes of *We Got it Made*. MGM/UA Television Productions is headed by David

Top 25 local/retail TV advertisers, continued from page 58.

	1985	1986	% change
Wal-Mart Stores Inc.	16,322,100	30,444,800	+87
Merrill Lynch & Co.	31,579,100	28,834,200	-9
Jerrico Inc.	26,501,700	26,803,400	+1
American Stores Co.	27,287,500	26,345,200	-3
Kohlberg Kravis Roberts & Co.	26,374,400	26,291,200	0
K-Mart	23,260,400	24,211,400	+4
Lucky Stores Inc.	19,965,500	24,164,000	+21
IC Industries Inc.	19,991,800	20,808,900	4
Sears Roebuck & Co.	28,476,800	20,205,600	-29
Gulf & Western Industries	16,446,200	18,880,100	+15
Highland Superstores Inc.	15,988,500	18,830,200	+18
Marriott Corp.	13,271,200	18,822,900	+42
Collins Food Inter.	15,391,700	17,973,400	+17
Zayre Corp.	13,450,100	17,021,400	+27
Winn Dixie Stores Inc.	17,343,200	16,874,700	-3

Top 25 national/regional spot TV advertisers in 1986

	1986		1986
Procter & Gamble Co.	$233,444,500	Mars Inc.	48,065,100
Philip Morris Cos.	132,181,500	Kohlberg Kravis Roberts & Co.	48,043,400
PepsiCo Inc.	123,346,800	Nissan Auto Dealers	47,094,500
General Mills Inc.	117,210,200	Time Inc.	45,194,500
Toyota Motor Sales Co.	90,284,900	Nissan Motor Co.	44,426,100
Anheuser-Busch Cos.	89,093,200	Ford Auto Dealers	44,375,700
Coca Cola Co.	77,492,000	Quaker Oats Co.	43,372,100
Hasbro Inc.	72,282,100	AT&T	40,612,300
Dart & Kraft Inc.	61,488,900	Nestle S.A.	40,197,000
Unilever N.V.	60,692,000	RJR Nabisco Inc.	39,538,200
Ford Motor Co.	55,402,700	Warner-Lambert	38,725,300
General Motors Corp.	49,309,100	Chevrolet Auto Dealers	36,695,700
Kellogg Co.	48,803,600		

Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS **
Fries Entertainment	Second	$10,146	109	($1,256)	NM	($0.24)
Gulf + Western	First	$1,087,000	26	$69,300	103	$1.11
IDB Communications Group	Year	$6,318	61	$703	14	$0.20
Lee Enterprises	First	$61,162	4	$19,793	131	$0.77
Mairite Communications	Fourth	$30,344	30	($6,098)	NM	($0.44)
	Year	$106,469	28	($8,979)	NM	($0.67)
Omnicom Group	Fourth	$211,695	9	$6,600	-46	$0.27
	Year	$753,527	12	($4,077)	-114	($0.17)

Fries Entertainment had net income of $473,000 in previous year's second quarter. Most recent results include $3-million bad debt reserve "due to the uncertainties in the independent television market." Company had bond interest costs of $575,000 versus none in previous year's second quarter. ■ **Lee Enterprises** said broadcasting revenue increased 8% to $15.1 million, and added that "much of that increase went to the bottom line with an increase of 26% in operating income. Election contests in all of our markets brought in more than planned." Net income included $11.2-million after-tax gain from sale of TV and radio station. Excluding gain, net income increased 1%. ■ Previous net income for **Mairite Communications** was $1.6 million in 1985 fourth quarter, and $8.8 million for full year, which included $8.7-million gain on sale of assets. Most recent results include $1.8 million charged to early debt retirement and $9.8-million writedown of television program contracts. Company said that before latter writedown, broadcasting profits ("income from operations, excluding depreciation, amortization, corporate expenses") were $22.9 million, compared to $22.8 million in 1985," somewhat behind our original expectations. ■ **Omnicom Group** had net income in previous year of $30.1 million. Operating income in 1986 was $22 million for fourth quarter, down 15%, and $92.4 million for year, down 1%. Results include $8.9 million in merger expenses and $31.4 million charged to "restructuring of the combined operations."

□

Revenue results. General Electric said that for remainder of 1986 following its June 1 acquisition of RCA and NBC (seven months), National Broadcasting Co. had revenue of $1.8 billion and operating profit of $203 million. Twelve-month results were not provided.

Gerber, president.

The production of theatrical films at both its United Artists Pictures and Metro-Goldwyn-Mayer Productions will increase, Rich said, and soon each studio will have yearly budgets of roughly $100 million and schedules of eight to 10 films. MGM/UA also has a distribution contract for the film library acquired by Turner, which Rich said should "furnish approximately $30 million a year."

The United Artists library of film and television shows, he said, already generates roughly $100 million in revenue, and $70 million in cash flow each year, yet is carried on the books at less than $100 million. The company also has an exclusive pay-TV agreement with HBO, which, the company's chairman said, covers 72 films over four years and should bring in $200 million to $300 million.

To help generate more revenue from existing assets, MGM/UA will follow the lead of some other companies and "aggressively" market and license its symbols and characters, including Leo the Lion (the symbol of MGM), James Bond, the Pink Panther, and Tom and Jerry. □

Lorimar home video executives resign

Conflict of interest charges end in departure of top three executives of L-T subsidiary

The three top executives of Karl-Lorimar Home Video, a fully owned subsidiary of Lorimar-Telepictures Corp. with projected fiscal 1987 sales of more than $80 million, handed in their resignations Wednesday (March 11) after conflict-of-interest charges surfaced. Stuart Karl, president and chief executive officer; Court Shannon, executive vice president, and Gary Hunt, vice president of sales, quit following a short internal investigation by the company.

A corporate spokeswoman said the men were "financially involved" with an outside supplier, Continental Marketing Distributors Inc. of Torrance, Calif., a point of purchase firm that sends out posters, sales and press kits for the Irvine, Calif.-based video distributor. The work could have been handled from within Karl-Lorimar, according to the spokeswoman. "We felt the profits they reaped from [Continental] and the profits they reaped from Karl-Lorimar were in conflict with our code of ethics," she said. "It was not fair to us or to our shareholders."

The spokeswoman said that according to a preliminary audit conducted by L-T, Continental made a profit of between $500,000 and $600,000 from sales to Lorimar, and the three executives collected a total of $150,000.

"The matter is basically closed," she said. "There will be full restitution." Neither Karl, Shannon nor Hunt would comment on the matter and Continental officials did not return phone calls.

Jerry Gottlieb, senior vice president of L-T, will serve as acting chief executive officer of Karl-Lorimar until a replacement can be found. Karl founded the company in 1979 and sold it to L-T in October 1984. □

going on in our business." Costs are escalating at a much higher rate than sales, he said, adding that "for at least two of the three networks' sports division in 1986, those lines crossed.... CBS showed a modest profit" last year, Pilson said. "What you are seeing is part of transition in our business," he added.

On the cable front, Roger Werner, ESPN executive vice president, said that sports on television has undergone "a tremendous growth in consumption, and has simultaneously fragmented significantly." Included in his predictions for the next few years: Basic cable will be "a very significant" carrier of all major sports programing; the Super Bowl and the World Series and "some significant amount" of the remaining "conventional" major league sporting events "may still remain on networks TV, but as a loss leader"; pay cable will not be a major sports distribution medium, and pay per view will "remain an occasional big event phenomenon" rather than a major distribution option for most sports programs. Among the major beneficiaries of these outcomes, said Werner, will be the sports leagues, the viewers who will have more choices, advertisers who will have more options and cable operators, who will add subscribers and raise prices.

According to Seth Abraham, HBO senior vice president of programing operations and sports, while movies are no longer proprietary programing on cable, sports still is. One advantage of showing NFL games on the service, for example, Abraham said, is that there would be no commercial interruptions. The cable service could "create the sense that the viewer is at the event."

NFL games, he said, would be two-and-a-half hours long, commercial-free. (To which CBS's Pilson interjected: "I'm not sure the players can survive that.") Abraham added that sports "is a critical part" of HBO's programing portfolio. The pay cable service, he said, is "in the hunt for big events.... We hope to be the network of the NFL without commercials." As for concern that NFL games would not receive as much exposure on HBO as on an over-the-air network, Abraham said that exposure was not a necessary ingredient for success. The NFL "doesn't need us to grow their business," he said.

Brian Burns, executive vice president of broadcasting for Major League Baseball, said that there are "misconceptions" about baseball on television. While there is an "economic gloom that has recently been cast" over sports on network television, he said, that is only one part of the baseball "pie." Of NBC and ABC (which are now in the fourth year of a six-year, $1.2-billion rights agreement extending through the 1989 season), there is "one relatively happy part-

'Manhattan' does well, but not well enough to beat NBC

It was another win for NBC, according to the Nielsen numbers, with the network taking week 24 (ended March 8) with an 18.4 rating/29 share. CBS followed with a 17.2/27 and ABC with a 13.3/21. Last year the winning numbers for week 24 were NBC 17.6/28, CBS 15.2/24 and ABC 14.1/22.

The CBS mini-series, *I'll Take Manhattan*, performed well, with parts two, three and four all scoring in the top 15 programs for the week (see chart below). Part one aired on Sunday, March 1, the final day of week 23, and pulled in a 26.4/40 to rank fifth for the week.

Part two of *Manhattan* came in at 15th with a 21.3/31, but the theatrical "Karate Kid" on NBC, which ran from 8:30 to 11 p.m. on Monday, came away with a 22.6/32. That ratings edge was enough to give NBC the night, which the network took with an evening average of 21.9/31.2, just ahead of CBS's 20.8/30.2. ABC broadcast *The Betty Ford Story* from 9 to 11 p.m. and came up with an evening average of 14.3/20.7. The network's *MacGyver*, which aired at 8-9 p.m. pulled in a 15.1/22.

On Tuesday, part three of *Manhattan* racked up a rating (21.4/33) high enough to win the 9-11 p.m. slot, but the 64th-place *Spies* (8.3/12) brought down CBS's average for the night to a 17.0/25.7. ABC won the 8-9 p.m. period with *Who's the Boss?* (24.7/37) and *My Sister Sam* (24.6/36). The network's *Moonlighting* (21.3/31) at 9-10 p.m. contributed to ABC's winning average for the night of 19.3/29.1. CBS came away with an average of 17.0/25.7, while NBC took a 16.6/25.4.

The address by President Reagan to the nation on Wednesday night altered all three networks' schedules, with ABC and CBS taking out a half-hour for the speech and responses by Senator John Tower (R-Tex.) and others. NBC devoted a full hour to the special address and sequel. The evening was won by CBS—only the third time this season for the network—with its broadcast of the conclusion of *I'll Take Manhattan*. CBS took the night with an 18.4/28.1, beating out NBC's 15.5/24.1 and ABC's 14.2/21.8.

Thursday went to NBC, as usual, with a 26.1/40.3. The network aired three repeats that evening: *Bill Cosby, Night Court* and *L.A. Law*. CBS aired a repeat of *Wizard* from 8 to 9 p.m., while ABC ran with original editions of its regular lineup, *Our World, The Colbys* and *20/20*. ABC's average for the night was a 10.2/15.7. CBS's *Knots Landing*, which ran opposite *L.A. Law*, managed to win the 10-11 p.m. slot with a 17.5/29 over *Law*'s 16.1/27.

Friday night went to CBS, also as usual, with a 17.0/28.6. The network aired the classic "The Wizard of Oz" from 8 to 10 p.m. and came away with a 16.9/28 for those two hours. *Falcon Crest* took the final hour of the evening with a 17.1/30. This gave CBS a 17.0/28.6 evening, while NBC had to settle for a 13.8/23.0 and ABC a 12.0/20.4.

Saturday's win by NBC, another regular event, came with a 17.7/31.1 over CBS's 10.4/18.3 and ABC's 10.3/18.1.

CBS took Sunday as well, winning with the high numbers brought in by *60 Minutes*, (23.7/38) at 7-8 p.m., and a repeat of *Murder, She Wrote*, (24.9/37) at 8-9. However, in the battle of the movies, it was NBC's *Abduction of Kari Swenson* (21.4/33) that took the last two hours of the night. CBS's *Deadly Deception* took in a 19.2/30, while ABC's broadcast of the theatrical "Moonraker" mustered an 11.7/19. CBS's score for the night was a 21.8/33.8, over NBC's 16.6/25.4 and ABC's 13.1/20.0.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	34.8/51
2.	Cosby Show	NBC	34.0/52
3.	Cheers	NBC	29.6/43
4.	Night Court	NBC	26.1/39
5.	Murder, She Wrote	NBC	24.9/37
6.	Who's the Boss?	ABC	24.7/37
7.	Growing Pains	ABC	24.6/36
8.	60 Minutes	CBS	23.7/38
9.	Golden Girls	NBC	23.6/40
10.	Monday Night Movies	NBC	22.6/32
11.	I'll Take Manhattan, pt. 4	CBS	22.5/36
12.	I'll Take Manhattan, pt. 3	CBS	21.4/33
12.	Sunday Night Movie	NBC	21.4/33
14.	Moonlighting	ABC	21.3/31
14.	I'll Take Manhattan, pt. 2	CBS	21.3/31
16.	Matlock	NBC	20.3/30
17.	My Sister Sam	CBS	20.0/29
18.	Kate & Allie	CBS	19.5/28
19.	Sunday Movie	CBS	19.2/30
20.	ALF	NBC	18.3/27
21.	Amen	NBC	18.1/31
22.	227	NBC	18.0/31
23.	Highway to Heaven	NBC	17.9/27
24.	Knots Landing	CBS	17.5/29
25.	Reagan Power Analysis	CBS	17.2/25
26.	Falcon Crest	CBS	17.1/30
27.	Perfect Strangers	ABC	16.9/26
27.	Special Movie-Fri.	CBS	16.9/28
29.	L.A. Law	NBC	16.1/27
30.	Harry	ABC	16.0/24
31.	Facts of Life	NBC	15.9/26
32.	Miami Vice	NBC	15.8/26
32.	Hunter Special	NBC	15.8/23
34.	Hunter	NBC	15.4/28
35.	MacGyver	ABC	15.1/22
36.	Disney Sunday Movie	ABC	14.2/22
37.	Mr. Belvedere	ABC	14.1/23
38.	Monday Night Movie	ABC	13.9/20
39.	Hill Street Blues	NBC	13.8/23
40.	Dynasty	ABC	13.7/21
40.	Simon & Simon	CBS	13.7/20
42.	Webster	ABC	13.6/23
43.	20/20	ABC	13.4/23
43.	Crime Story	NBC	13.4/23
45.	Mike Hammer	CBS	13.1/20
46.	St. Elsewhere	NBC	13.0/21
47.	Stingray	NBC	12.1/20
48.	Our House	NBC	12.0/19
49.	Jack & Mike	ABC	11.9/19
50.	Sunday Night Movie	ABC	11.7/19
50.	A Team Special	NBC	11.7/17
52.	Starman	ABC	11.4/20
53.	Colbys	ABC	11.0/16
53.	Spenser: For Hire	ABC	11.0/20
55.	Ohara	ABC	10.9/19
56.	Newsbrief-Wed.	ABC	10.7/17
56.	Outlaws	CBS	10.7/19
58.	Home	ABC	10.6/18
59.	Hotel	ABC	10.2/17
59.	Saturday Movie	CBS	10.2/18
61.	Wizard	CBS	10.0/15
62.	Sidekicks	ABC	9.3/16
63.	Sledge Hammer	ABC	8.6/15
64.	Spies	CBS	8.3/12
65.	Our World	ABC	6.1/9

*indicates premiere episode

	Existing FM's
WSEZ	WUME-FM Indiana Patoka Development Corp., Paoli, Ind.
WZKX	WQLC Charles W. Dowdy and J. Morgan Dowdy, Poplarville, Miss.
KCMG-FM	KXTR Dr. John Robert E. Lee, Kansas City, Mo.
KBHT	KCKR B.S.T. Broadcasting Inc., Crockett, Tex.
KKIK	KSEL-FM Backor Broadcasting Inc., Lubbock, Tex.
	Existing TV's
WTXF-TV	WTAF-TV TVX of Philadelphia Inc., Philadelphia
KHSX	KLTJ Silver King Broadcasting of Dallas, Irving, Tex.

Grants

Call	*Assigned to*
	New AM's
WJHP	John H. Pembroke, Columbia, Miss.
WYZQ	Black Gold Broadcasting, Hazard, Ky.
	New FM's
WIVKY	Northland Communications, Atlanta
KQLI	Roni De Ann Gardner, Lawton, Okla.
KPNP	P-N-P Broadcasting, Pullman, Wash.
	Existing AM's
WJRD	WWWR Sis Sound of Russellville Inc., Russellville, Ala.
KMNY	KWOW Money Radio, Pomona, Calif.
KTGE	KXES TGR Broadcasting Inc., Salinas, Calif.
KYBG	KLSC Century Denver Broadcasting Corp., Aurora, Colo.
WSVE	WXOZ Willis & Sons Inc., Jacksonville, Fla.
WWPR	WELO Big Thicket Broadcasting of Miss. Inc., Tupelo, Miss.
KAPE	KKPE W. Russell Withers Jr., Cape Girardeau, Mo.
WYUT	WLIR WALY Enterprises Inc., Herkimer, N.Y.
WLIR	WGRC Rockland Media Corp., Spring Valley, N.Y.
WBUG	WTPS Muncy Broadcasting Inc., Hughesville, Pa.
WECZ	WPXZ Renda Radio Inc., Punxsutawney, Pa.
WWHT	WLNB Resort Broadcasters of Charleston Inc., Charleston, S.C.
WLKE	WCKK North American Progressive Inc., Oshkosh, Wis.
	Existing FM's
WPDQ	WSVE Willis & Sons Inc., Green Cove Springs, Fla.
WYUT-FM	WYUT WALY Enterprises Inc., Herkimer, N.Y.
WCZX	WJJB BBC of Poughkeepsie Inc., Hyde Park, N.Y.
WRSF	WWOK Resort Broadcasters of Columbia Inc., Columbia, N.C.
WKKE	WSEC Caronet Broadcasting Inc., Williamston, N.C.
WMGH-FM	WCRN East Penn Broadcasting Inc., Tamaqua, Pa.
WWHT-FM	WLNB-FM Resort Broadcasters of Charleston Inc., Goose Creek, S.C.
WJRQ	WSBP Durst Broadcasting Co., Saluda, S.C.
KYXX	KRCT Foster Broadcasters Inc., Ozona, Tex.
WCWI	WSTT Palm Beach Broadcasting Co., St. Thomas, V.I.

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Summary of broadcasting as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.